



FIRST THINGS FIRST

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June 2, 2010

Chairman Lynn and Members of the Board
First Things First
4000 North Central Avenue, Suite 800
Phoenix, Arizona 85012

RE: Northeast Maricopa Regional Partnership Council Communication
Strategy

Dear Chairman Lynn and Members of the Board,

The Northeast Maricopa Regional Partnership Council is requesting permission from the Arizona Early Childhood Development and Health Board to increase funding for the 2011 Communication Strategy. In the 2011 Funding Plan, the Regional Council allocated \$23,813 for communications which was approved by the Board. The motion to increase funding for Communications to \$130,000 was passed by the Regional Council at the May 11, 2010 Council meeting. This will provide \$80,000 to fund the Northeast Maricopa Regional Council share of the Greater Maricopa Communication Media purchases. The remaining \$50,000 will fund a half time Parent Awareness and Community Outreach Liaison position.

We respectfully request approval of this change to the strategy to allow First Things First staff and the Northeast Maricopa Regional Partnership Council to quickly move forward to implement this expanded FY 2011 strategy.

Thank you for your consideration.

Respectfully,

Pat VanMaanen
Council Member
Northeast Maricopa Regional Partnership Council



FIRST THINGS FIRST

The right system for bright futures

NORTHEAST MARICOPA REGIONAL PARTNERSHIP COUNCIL 2011 FUNDING PLAN SUMMARY

Regional Allocation 2011: \$ 3,175,131

Carry Forward from 2010: \$ 95,885

Funding Available for Allocation in 2011: \$ 3,279,641

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Lack of a comprehensive system to support families in obtaining the health, developmental and educational supports to be healthy and ready to learn	Family Support	Strategy 1 Newborn Intervention and Family Support	\$715,000	Approved January 26, 2010
Lack of services for children birth through five		Strategy 2 Home Visitation -Ft McDowell Early Intervention Program for Children Birth to Three	\$157,500	Approved January 26, 2010
Empower parents to obtain support to be effective parents				
Limited high quality early care and education settings	Quality, Access and Affordability	Strategy 3 Pre-Kindergarten Scholarships Program	\$478,000	Approved January 26, 2010
Limited access to high quality affordable Pre-kindergarten programs				
Large areas of the Region have no Head Start or Title One Pre-school Programs and other areas have large waiting lists for service				
Lack of quality child care programs	Quality, Access and Affordability	Strategy 4 Quality First	\$324,280	Approved January 26, 2010
Lack of support for parents and early education and care settings to meet the needs of children with Developmental /Social Emotional issues that will allow children to function successfully in early care and education settings.	Health	Strategy 5 Mental Health Consultation	\$360,000	Approved January 26, 2010

Lack of support for parents in crisis situations regarding developmental and mental health issues in implementing positive parenting and behavioral management.	Family Support	Strategy 6 Crisis Intervention	\$297,000	
Retention of highly qualified early childhood development workforce	Professional Development	Strategy 7 T.E.A.C.H.	\$ 0	Not being submitted for Board approval.
Over 35% of children in the Region are entering school with untreated tooth decay and only 28% have received the recommended sealants.	Health	Strategy 8 Oral Health	\$158,400	Approved January 26, 2010
Fragmentation of services in the area as well as lack of coordination of services across regions.	Coordination	Strategy 8 Collaboration	Unfunded	
Economic downturn has impacted the affordability of child care for families and the enrollment in child care centers. Many centers struggling to survive.	Quality, Access and Affordability	Strategy 10 Child Care Family Scholarships for children enrolled in Quality First Centers	\$564,086	Approved January 26, 2010
Increase community awareness of the importance of early childhood	Communication	Strategy 11 Communication	\$130,000	Recommend Approval
		Subtotal of Expenditures	\$3,184,266	
		Fund Balance	\$86,750	
		Grand Total	\$3,271,016	

Northeast Maricopa Summary Financial Chart SFY 2010- 2012

Revenue	SFY 2010	SFY 2011	SFY 2012	Total
			ESTIMATED	
FTF Total Allocation for SFY	\$2,748,080	\$3,175,131	\$3,175,131	\$9,098,342
Fund Balance (carry forward from previous SFY)	N/A	\$95,885	\$86,750	
Total Available Funds	\$2,748,080	\$3,271,016	\$3,261,881	
Strategies	SFY 2010 OBLIGATED	SFY 2011 PLANNED	SFY 2012 ESTIMATED	Total
Strategy 1 - Newborn Intervention (Includes both Healthy Steps and Healthy Families Approach)	\$650,000	\$715,000	\$715,000	\$2,080,000
Strategy 2 - Home Visitation - Ft. McDowell Early Intervention	\$150,000	\$157,500	\$157,500	\$465,000
Strategy 3 - Pre-Kindergarten Scholarships	\$372,000	\$478,000	\$478,000	\$1,328,000
Strategy 4 - Quality First	\$189,750	\$324,280	\$324,280	\$838,310
Strategy 5 - Mental Health Consultation	\$150,000	\$360,000	\$360,000	\$870,000
Strategy 6 - Crisis Intervention	\$270,000	\$297,000	\$297,000	\$864,000
Strategy 7 - T.E.A.C.H.	\$0	\$0	\$0	\$0
Strategy 8 - Oral Health	\$0	\$158,400	\$158,400	\$316,800
Strategy 9 - Collaboration	\$0	\$0	\$0	\$0
Strategy 10 - Child Care Family Scholarships	\$278,886	\$564,086	\$564,086	\$1,407,058
Strategy 11 - Communication	\$0	\$130,000	\$23,813	\$153,813
Emergency Food Boxes	\$6,581	\$0	\$0	\$6,581
Emergency Child Care Scholarships	\$574,978	\$0	\$0	\$574,978
Needs and Assets	\$10,000	\$0	\$31,751	\$41,751
Subtotal Expenditures	\$2,652,195	\$3,184,266	\$3,109,831	\$8,946,292
Fund Balance (carry forward)	\$95,885	\$86,750	\$152,050	
Total	\$2,748,080	\$3,271,016	\$3,261,881	

**Northeast Maricopa Regional Partnership Council
2011 Communications Plan**

FTF Communications Plan: Objectives and regional tactics

Objective One: ensure consistent messaging about FTF internally and externally

Objective Two: Position FTF as a leader in efforts to fulfill Arizona's commitment to our youngest kids

- Media Buys including TV, radio, newspaper, grocery carts, floor mats and cooler decals, billboards, theater ads

Objective Three: Build and drive support from the general public, elected officials and additional target audiences for investment in programs and services for Arizona children five years old and younger

- Community outreach to recruit and retain early childhood champions in the region

Objective Four: Inform Arizona caregivers of children five years and younger about early childhood program and services, in particular FTF statewide initiatives and regionally supported strategies

- Distribution of Born Learning collateral materials as part of local parent education and awareness strategies
- Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, sponsor and/or participate in community events
- Conduct media and community outreach on grant awards and success of programs and services

Communications Funding for SFY2011: \$130,000

Northeast Maricopa Regional Council's tactics for SFY2011

Objective 1 Tactics and funding amount	Objective 2 tactics and funding amount	Objective 3 tactics and funding amount	Objective 4 tactics and funding amount
	Funding for the Maricopa County media saturation campaign as outlined by the First Things First Communication Plan, including TV, radio, online, newspaper, billboards, cinema and grocery carts. \$80,000	Fund a half time Parent Awareness and Community Outreach Liaison position. \$50,0000	

